

## Retail



## Refit of Trading Store

A further programme of work from one of our longest standing customers - projects were first undertaken for DSGi back in 1995.

- A FTSE company, DSG international is one of Europe's leading specialist electrical retailing groups operating over 1,400 stores in 14 countries. Here in the UK, their businesses include Currys, Currys Digital, PC World, and Dixons Group Business Services.
- Since 2008 their UK stores - have been going through an amazing transformation programme.
- They have already transformed over 100 stores in the UK (WNR - Winning New Revenue) with at least 60 more to be completed by May 2010.
- 2 new formats; Megastores with a selling area of up to 60,000 sq ft and over 10,000 products for customers to choose from; and we are also trialling "two-in-one" stores which incorporate both a Currys and PC World store under one roof.
- Customer response to the reformatted stores has been extremely positive, with strong uplifts in trading but also in customer satisfaction. The new stores are easier to navigate with more interactive product displays.

**Client**  
DSGi plc

**Client Referee**  
Mr. Kevin Steward  
Ms Caron Timlin

**Project Manager**  
Rex Proctor / WSL

**Quantity Surveyor**  
Rex Proctor / WSL

**Designer**  
In-House

**Relationship**  
Principal Contractor

**Number of Projects Completed**  
34 since 2009

**Procurement Route**  
Tendered Framework

**Typical Programme**  
5 weeks



## Similar projects in this sector

| <u>Client</u> | <u>Brief Work Description</u>        |
|---------------|--------------------------------------|
| Toys r Us     | Refit of trading store - Tamworth    |
| TK Maxx       | Store refresh programme - Various    |
| Wilkinson     | Refit of trading stores (night work) |
| M&S           | Initiatives project (nights)         |
| Primark       | Trading store refurbishment project  |
| BHS           | Refit Homewares store                |